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JUN 26 2003

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June 25, 2003

The Honorable Julia Miller
Mayor, City of Sunnyvale
456 West Olive Avenue
Sunnyvale, CA 94088-3707

Re: Request for Consideration of General Plan Amendment

Dear Mayor Miller:

The purpose of this letter is to request that the City Council undertake consideration of an amendment to the City's General Plan to enable the property located at the southwest corner of the intersection of El Camino Real and Mathilda Avenue to be comprehensively redeveloped into a high quality, mixed-used development which meets a number of General Plan Goals and Policies. We respectfully request that the Council include in its consideration of a General Plan Amendment the attached conceptual redevelopment plan for the property, which provides for approximately 40 percent of the site to be devoted to commercial retail use and approximately 60 percent of the site to be used for medium density residential development. We have entered into an agreement with Classic Communities, Inc. (CCI) of Palo Alto to jointly redevelop the entire property, approximately 3.6 acres, which is currently in use as a gas station, a house and an orchard.

The primary objective of the proposed conceptual plan is to redevelop this underutilized property into a high quality development that will further define this important intersection as a destination location and will serve as a gateway to Downtown Sunnyvale. The commercial component of the concept plan brings larger scale buildings and more intense retail activity to the El Camino Real/Mathilda Avenue corner. The plan also includes a residential element which balances the high density housing located immediately to the east of the site with the lower density residential uses located immediately to the south and west of the property, and addresses the community-wide need for more housing. In addition, the redevelopment concept plan also has a number of smart growth features: the development of a mixed-use project in close proximity to transit corridors; the traffic mitigation benefits produced by adjacency of residential uses to commercial uses; and the commercial revitalization benefits produced by the intensification of residential uses in close proximity to commercial activity.

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The need to redevelop the property with a new set of uses is clear and compelling. Today, the underutilization of the site creates a void at a significant intersection; as a result, an opportunity to define the corner, to create a gateway and to integrate the site into the fabric of neighboring land uses is lost. At the same time, redevelopment of the property must be mindful of its dual role as a more urban site located at the edge of the downtown area and a more suburban site located in at the edge of a major park and the single-family neighborhoods extending to the south and west. The proposed concept plans responds effectively to this challenge.

Redevelopment of the El Camino Real/Mathilda Avenue property in the manner presented in the attached conceptual plans is designed to achieve the following objectives:

1. To provide for a comprehensive, mixed-use approach to the site;
2. To intensify commercial retail use of the property at the intersection of El Camino Real and Mathilda Avenue, to complement the retail uses at the Cherry Orchard on the east side of Mathilda, and to provide more neighborhood serving types of retail use;
3. To introduce medium density residential use to the property in the form of owner-occupied semi-detached homes (i.e., town homes) that are in very short supply in the City;
4. To incorporate features in the design, primarily of the commercial component (and, to a lesser extent, the residential element) that will define the intersection as a gateway to the downtown area; and
5. To develop a high quality, commercially viable project that will remain vital and active in the long term.

The redevelopment concept plan for the property is also consistent with the following General Plan Goals, Policies and Action Statements:

Land Use and Transportation Element:

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| Policy R1.3 | Promote integrated and coordinated local land use and transportation planning. |
| Policy R1.7 | Contribute to efforts to minimize region-wide average trip length, and single-occupant vehicle trips. |
| Action Statement R1.7.1 | Locate higher intensity land uses and developments so that they have easy access to transit services. |

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- Action Statement R1.7.2 Support regional efforts which promote higher densities near major transit and travel facilities, without increasing the overall density of land usage.
- Policy R1.10 Support land use planning that complements the regional transportation system.
- Action Statement R1.10.3 Encourage mixed uses near transit centers.
- Goal C1 Preserve and enhance an attractive community, with a positive image and a sense of place, that consists of distinctive neighborhoods, pockets of interest and human-scale development.
- Policy C1.2 Encourage nodes of interest and activity, such as parks, public open spaces, well planned development, mixed use projects and other desirable uses, locations and physical attractions.
- Goals C2 Ensure ownership and rental housing options in terms of style, size, and density that are appropriate and contribute positively to the surrounding area.
- Policy C2.2 Encourage the development of ownership housing to maintain a majority of housing in the city for ownership choice.
- Policy C2.4 Determine appropriate density for housing based on site planning opportunities and proximity to services.
- Action Statement C2.4.1 Locate higher density housing with easy access to transportation corridors, rail transit stations, bus transit corridor stops, commercial services and jobs.
- Action Statement C2.4.1 Locate lower density housing in proximity to existing lower density housing.
- Action Statement C4.1.3 Promote commercial uses that respond to the current and future retail service needs of the community.
- Policy N1.2 Require new development to be compatible with the neighborhood, adjacent land uses, and the transportation system.
- Action Statement N1.2.1 Integrate new development and redevelopment into existing neighborhoods
- Policy N1.4 Preserve and enhance the high quality character of residential neighborhoods.
- Action Statement N1.4.1 Require infill development to complement the character of the residential neighborhood.
- Action Statement N1.4.2 Site higher density residential development in areas to provide transitions between dissimilar neighborhoods and where impacts on adjacent land uses and the transportation system are minimal.
- Policy N1.5 Support a roadway system that protects internal residential areas from City-wide and regional traffic.

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Housing and Community Revitalization Sub Element:

- Goal A Foster the expansion of the housing supply to provide greater opportunities for current and future residents given environmental, social, fiscal, and land use constraints.
- Policy A.1 Continue to improve, if feasible, the existing jobs to housing ratio.
- Action Statement A. a. The City will review its General Plan to facilitate the creation of additional housing units and in doing such review, address the need to balance single-family versus apartment and townhouse development.
- Action Statement A.1.g The City should continue efforts to balance the need for additional housing with other community values, such as: preserving the character of established neighborhoods, high quality design, and promoting a sense of identity in each neighborhood
- Policy A.3. Continue to permit and encourage a residential mix with jobs producing land use, as long as there is neighborhood compatibility and no environmental constraints.
- Action Statement A.3.a. The City should study way to encourage mixed uses.
- Policy A.4. Encourage innovative types of housing in existing residential zoning districts.
- Action Statement A.4.d. The City should evaluate residential development proposals in view of the needs of families requiring three or more bedrooms.

Classic Communities, Inc. (CCI) has outstanding experience and capability in the development of mixed-use projects of this type, including owner occupied housing. CCI recently completed the redevelopment of an older retail center in the City of Saratoga; will soon complete the redevelopment of a former retail property in the Rose Garden District of San Jose; and has just begin construction on the redevelopment of the former Mary Manor Shopping Center located at Mary and Washington Avenues in Sunnyvale. In addition, CCI has developed a series of high quality residential communities in Sunnyvale over the last 10 years. CCI's developments in Sunnyvale have been well received by the neighborhoods in which they are located and by the new home marketplace.

We are confident that the attached plans are well conceived and well designed to meet City and neighborhood objectives for redevelopment of the property. We look forward to your review and consideration of this General Plan Amendment request, which provides for about 1.4 acres of commercial and about 2.27 acres of residential development.

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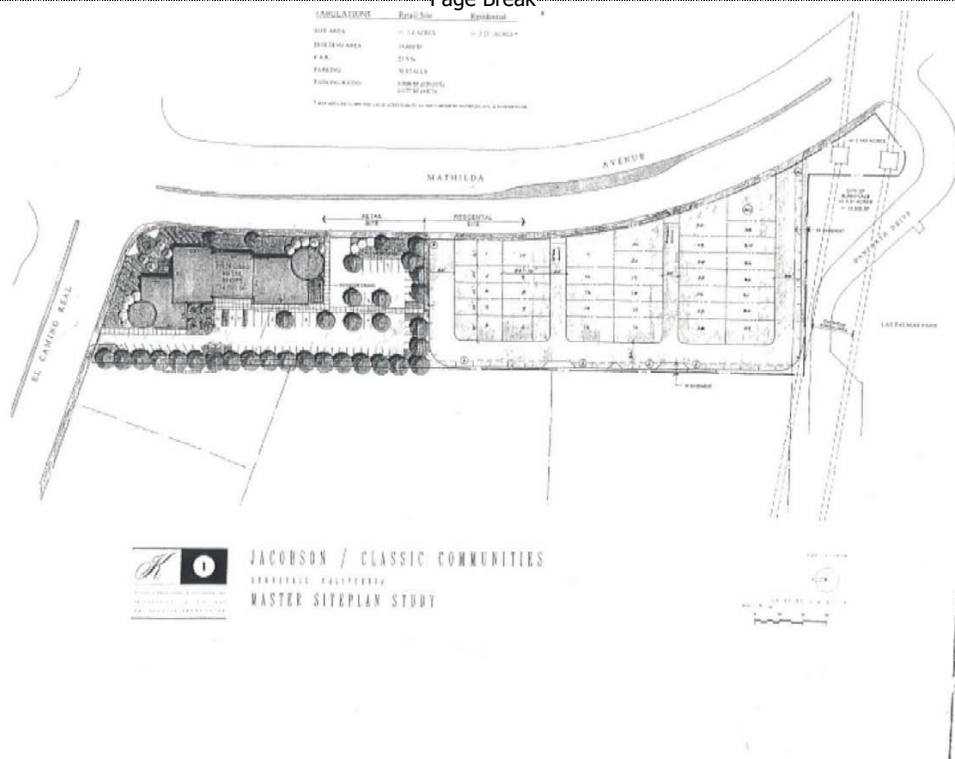
Both CCI and the Jacobson family would be happy to furnish the Council and Staff with additional information to demonstrate the need for the requested General Plan Amendment and the merit of the redevelopment concept plan. If you have any questions or would like additional information regarding this request, please contact Scott Ward of CCI at 650+496-4496 or William Jacobson of CALAF Holdings at 650+941-6366. Thank you for your consideration.

Sincerely,

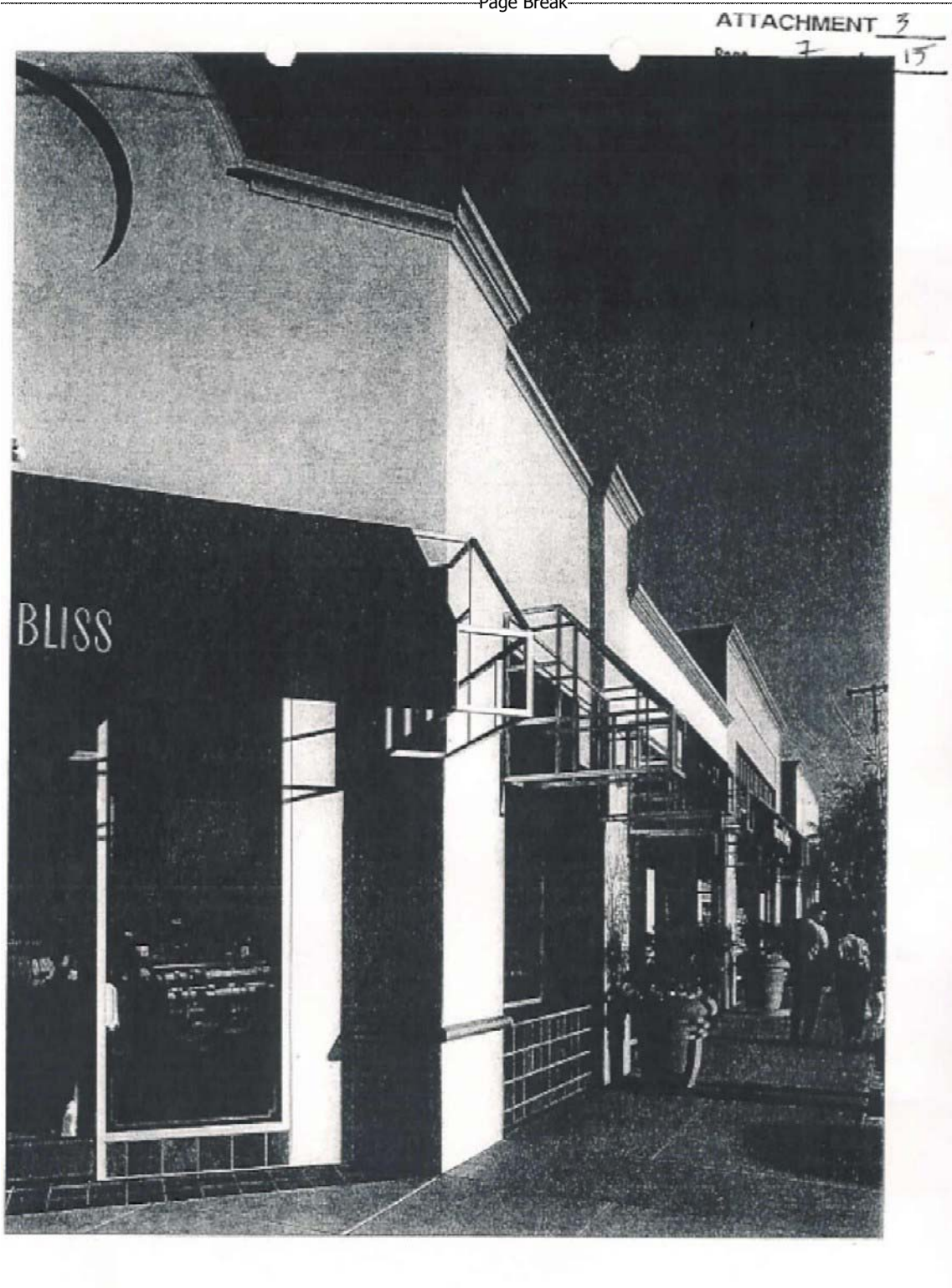


Yvonne Jacobson
Owner and Trustee

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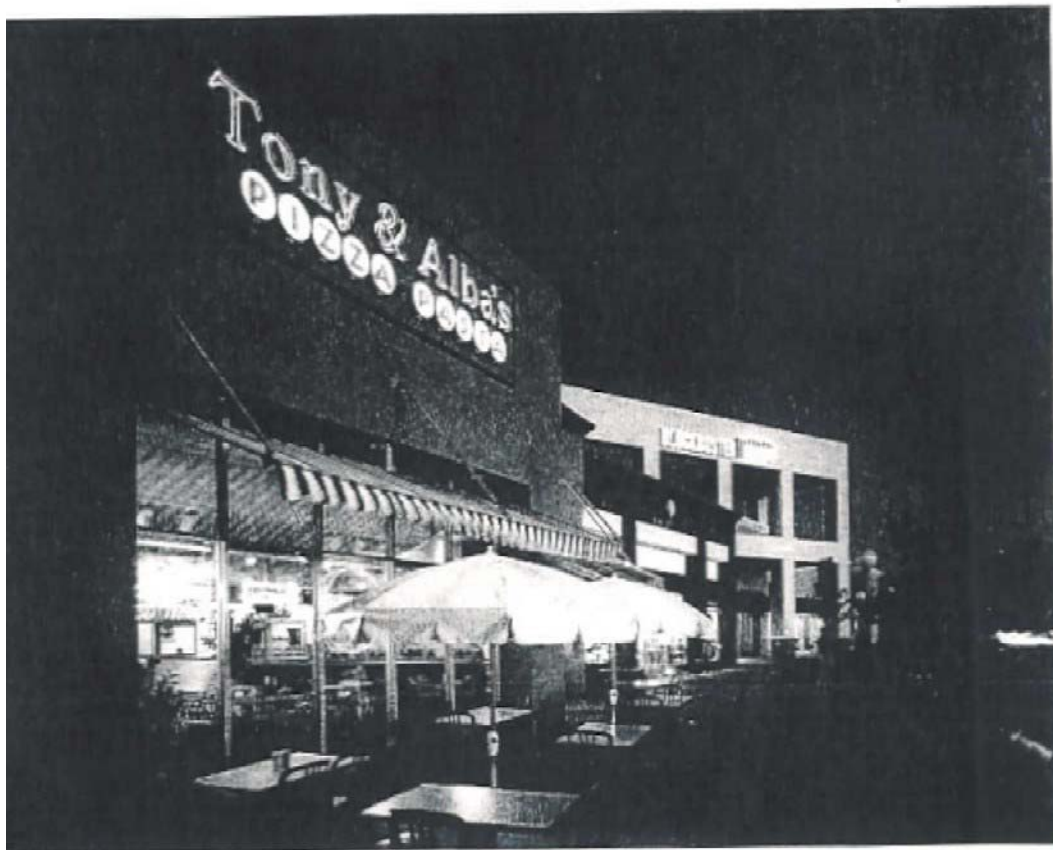
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CONCEPTUAL STREETSCENE
CLASSIC COMMUNITIES

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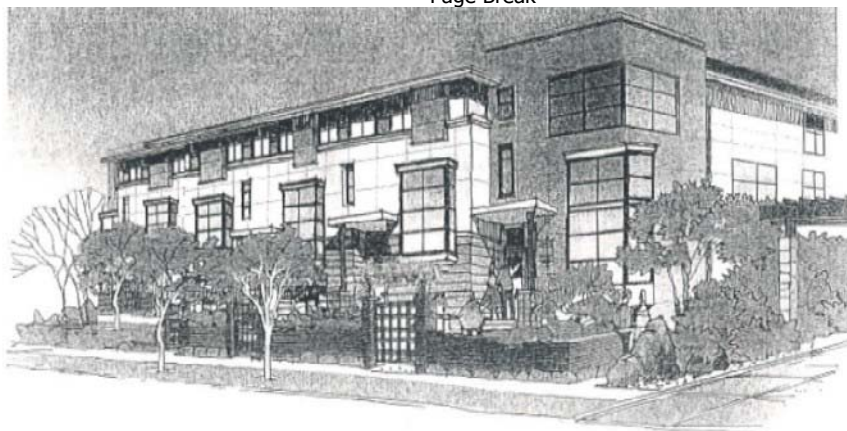


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GLASSCO COMMUNITIES INC.
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APRIL 18, 2007

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